



# **Pecora14** **LandSatellite** **InformationIII**

**Demonstrating the Value of Satellite Imagery**

The Fourteenth William T. Pecora Memorial  
Remote Sensing Symposium

The Land Satellite Information  
in the Next Decade III Conference

**December 6-10, 1999**

**Doubletree Hotel Denver**  
**Denver, Colorado**

## **Exhibit** **Prospectus**



**Organizer:** ASPRS: The Imaging and Geospatial Information Society  
**Co-Organizer:** North American Remote Sensing Industries Association (NARSIA)

**Sponsors:** USGS, NASA, NOAA, USDA/USFS, EPA, NIMA, DOE, DOT  
**Cooperating Organizations:** ERIM International, ISPRS, NSGIC



## Attendees said:

"One of the key industry meetings of the year."

"Please continue to hold meetings like this one."

## Exhibit Hours

### Installation

**Tuesday, December 7**

7:00am–3:00pm

### Show

**Tuesday, December 7**

Hall Hours

5:00pm–7:00pm

Opening Reception

5:00pm–7:00pm

**Wednesday, December 8**

Hall Hours

10:00am–4:30pm

Break in exhibit hall

10:00am–10:45am

Lunch in exhibit hall

12:15pm–2:00pm

Break in exhibit hall

3:30pm–4:15pm

**Thursday, December 9**

Hall Hours

10:00am–2:00pm

Lunch in exhibit hall

12:15pm–1:45pm

### Dismantle

**Thursday, December 9**

2:00pm–10:00pm

## Theme/Mission:

**Demonstrating the Value of Satellite Imagery** will emphasize the value that users can gain from the new generation of land sensing satellites, translating data into useful information. The audience will be end user communities. The program content will include materials of general interest to all markets with specialized content oriented to specific vertical markets.

## Exhibiting Advantages

### Why you must choose to exhibit:

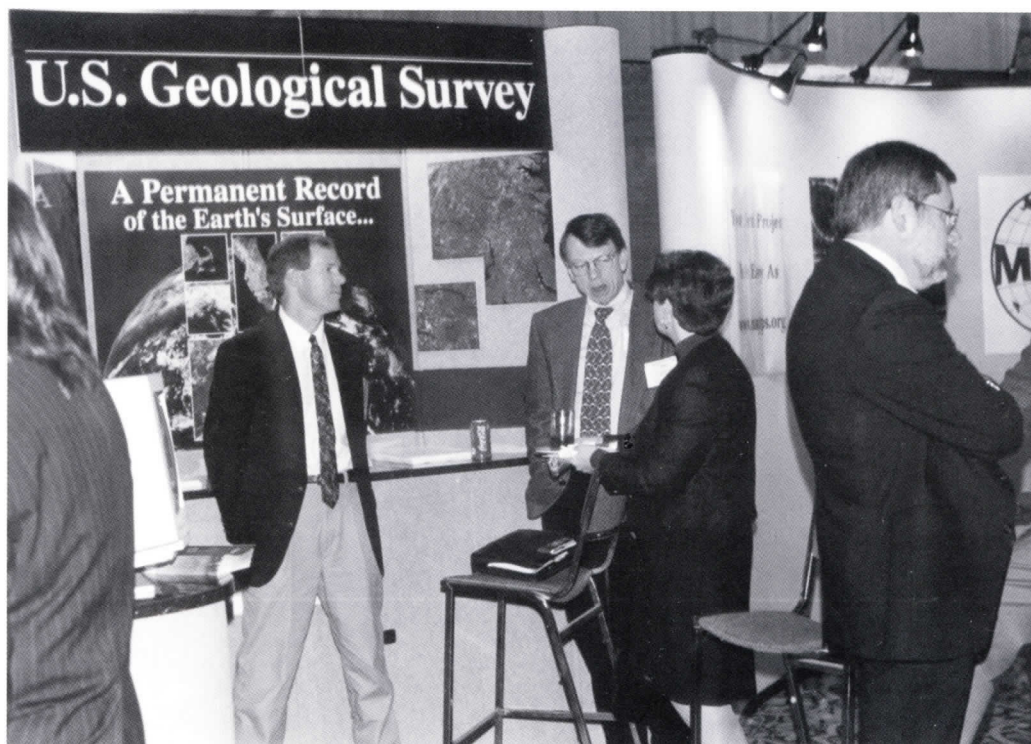
- Meet face-to-face with, and demonstrate your products and services to, key international decision-makers in the field.
- Exhibit hall hours are structured to maximize the amount of time the attendees spend in the exhibit hall; including an opening reception, two breaks, and two lunches.
- More than 600 people attended each previous specialty conference on Land Satellite Information, with more than 30 exhibit booths at each conference.

### Past exhibitors reported:

- "Traffic was very good through the exhibit hall during the breaks and social events."
- The right people from the right organizations attended the conferences."
- The individuals who attended the shows were excellent quality prospects, and a diverse customer base who were in the decision loop at their respective companies.

### Past attendees reported:

- They spent an average of 2.25 hours in the exhibit hall each day.
- They would like to see more product demonstrations.



## Exhibit Space Fees & Amenities

Prices listed below are for 8' x 10' and 16' x 20' booth spaces.

Only ASPRS Sustaining Members qualify for a discounted rate on exhibit space.

**EXHIBIT HALL  
SPACE IS  
LIMITED.**

### Early Registration prior to 6/1/99

	<b>Sustaining Member</b>	<b>Non-Member*</b>	<b>Government Agency/University</b>
8' x 10'	\$1,050	\$1,600	\$800
16' x 20'	\$4,200	\$6,400	

### Reservations after 6/1/99

	<b>Sustaining Member</b>	<b>Non-Member*</b>	<b>Government Agency/University</b>
8' x 10'	\$1,300	\$1,900	\$800
16' x 20'	\$5,200	\$7,600	

\* ASPRS Sustaining Membership is \$700 annually. If your company is not currently an ASPRS Sustaining Member, you may elect to become one and take advantage of the discounted Sustaining Member booth rate and receive all of the additional benefits of an ASPRS Sustaining Member (to find out more about ASPRS Sustaining Membership, visit our web site [www.asprs.org](http://www.asprs.org), call 301-493-0290, x109 or e-mail [members@asprs.org](mailto:members@asprs.org)).

### Booth Cancellations & Refund Policy

Because of the many advance preparations in connection with the exhibit, the cancellation deadlines are as follows:

- 50% refund for cancellations received prior to November 3, 1999.
- No refunds for cancellations received after November 4, 1999.

**All cancellations must be submitted in writing.**

## Promotional Opportunities

### Photogrammetric Engineering and Remote Sensing (PE&RS)

The October 1999 Pre-Conference issue of *PE&RS* will heavily promote the event to ASPRS members. In addition, the December 1999 Conference issue will be distributed to conference attendees as well as all ASPRS members and subscribers. Exhibitors qualify for a 10% discount on advertising in these issues.

### Conference Marketing

If you have an idea to jointly promote the Pecora 14/Land Satellite Information III Conference, contact ASPRS Marketing 301-493-0290, ext. 106, or e-mail [robinp@asprs.org](mailto:robinp@asprs.org).

### Sponsorship Opportunities

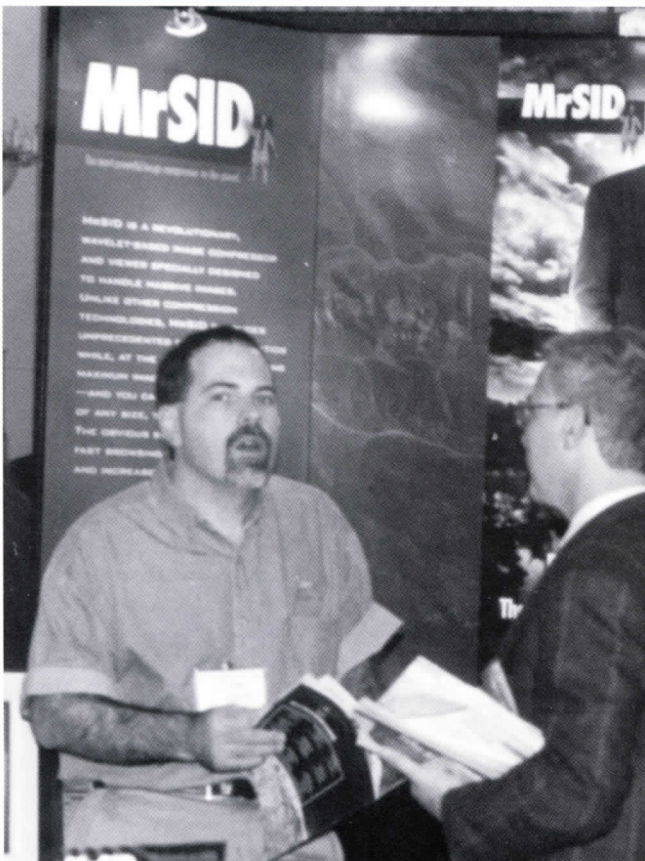
To maximize your company's exposure at the conference, you may sponsor a conference event or promotional item. A sign acknowledging your sponsorship will be displayed at the conference and a listing posted in the conference program. Sponsorship opportunities include: a coffee, snack break, lunch, or reception in the Exhibit Hall; a promotional item such as canvas tote bags; the conference proceedings.

### Registration Packet Inserts

For added visibility, insert a one-page flyer inside the registration packet. \$150 (700 pieces). Contact ASPRS Marketing at 301-493-0290, ext.106, or send an e-mail to [robinp@asprs.org](mailto:robinp@asprs.org).

### Mailing Lists

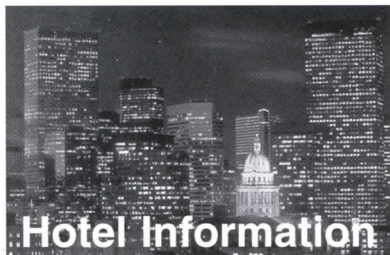
Send out an advance notice of products and special conference discounts. Exhibitors qualify for a 20% discount on ASPRS mailing list rental. ASPRS Sustaining Member exhibitors qualify for a 50% discount! Contact ASPRS Membership at 301-493-0290, ext.104, or send an e-mail to [sokhanh@asprs.org](mailto:sokhanh@asprs.org). This information is also available on the ASPRS web site at [www.asprs.org](http://www.asprs.org).



## Booth Amenities

In addition to the space itself, the price of the booth includes:

- a 8' high draped back wall
- 3' high draped side walls
- a 7" x 44" identification sign
- one full complimentary conference registration (per 8 x 10' booth)
- three "Exhibit Booth Personnel" registrations (per 8 x 10' booth)
- access to the exhibitor lounge
- complimentary post-conference attendee mailing list
- A 100-word exhibit listing, including product/service description and contact information, published in the Pecora 14/Land Satellite Information III Conference Preliminary and Final Programs (providing sign-up is prior to publication dates) and on the proceedings CD-ROM.
- Discounts on *PE&RS* and ASPRS web site advertising.
- Sponsorship opportunities to increase your company's visibility.



To access our conference room block, you must reference ASPRS.

*Doubletree Hotel Denver*  
303-321-3333 or 800-222-8733  
3203 Quebec Street  
Denver, Colorado 80207

#### **Room rates:**

\$92 single/double

(The rates are equivalent to the Federal Government per diem for Denver, CO; these rates are subject to change based upon the government per diem increase.)

Group rates for suites are available to exhibitors ranging from \$250 to \$350 upon request.

#### **Hotel Reservation Deadline: November 12, 1999.**

Note: Complete hotel information will be available in the Preliminary Program (included in the Exhibitor Service Kit).

#### **Transportation Information**

A complimentary shuttle to and from the Denver Airport is provided by the Hotel.



## **Exhibitor Information**

### **Location**

All conference events (except technical tours), including workshops, technical sessions, lunches, reception, and the exhibit, will be held at the Doubletree Hotel Denver, 3203 Quebec Street, Denver, Colorado 80207. The Doubletree Hotel Denver is located near the old Stapleton Airport.

### **Floor Plan**

**Important:** The Exhibit Hall is located in the fully carpeted Grand Ballroom of the Doubletree Hotel Denver. See Exhibit Hall floor plan layout. Chairs, tables, etc. for individual booths may be rented at an additional cost from the show decorator.

### **Show Decorator & Drayage Firm**

U-Neek Expo  
1449 Odenton Road  
Odenton, MD 21113  
410.551.6001 • (fax) 410.519.7292  
(e-mail) service@u-neekexpo.com

### **Exhibitor Service Kit**

Approximately 90 days prior to the meeting, each exhibitor will receive an Exhibitor Service Kit containing the following information:

- Order forms for exhibit furnishings and services
- Additional draping, accessories, special work (such as carpentry, painting, additional signs, electrical work, floral decorating, audiovisual equipment rental and so forth)
- Labor regulations
- Rules and regulations
- Shipping and receiving your materials
- Conference registration information
- Travel and hotel accommodations
- Exhibitor guest passes

To verify or confirm receipt of advance warehouse shipments or to inquire about furniture and equipment, contact U-Neek at 410-551-6001.

### **Exhibit Application & Space Assignment**

Applications for exhibit space must be made on the enclosed Exhibit Booth Application and mailed accompanied by a 50% deposit made payable to Potomac Publishing Services, and a signed Exhibitor Contract. Applications not accompanied by a signed contract and payment will not be processed. (Applications may be faxed only if accompanied with credit card payment.)

Assignment of space for accepted exhibits is made by ASPRS. Assignments are made according to contract date, payment received, and space preference. Preference given for booth location is at the discretion of ASPRS and is not guaranteed. ASPRS reserves the right to assign exhibit space and rearrange the floor plan to relocate booths in order to maintain the overall harmony of the exhibition.

Upon acceptance of your completed Exhibit Application, payment, and signed Exhibit Contract, a confirmation and invoice for the remaining 50% booth fee will be mailed to you. Failure to remit payment within 45 days of the date of the ASPRS authorized signature may result in loss of both booth space and deposit.

All payments must be made in U.S. funds drawn on a U.S. bank. Only government and university purchase orders are accepted.

**Send the completed Exhibit Space Application and Contract to:**

**Truby Chiaviello**, ASPRS Exhibit/Advertising Sales, 1200 South Courthouse Road, Suite 535, Arlington, VA 22204  
(toll-free) 888.325.9943 or 703.920.1421 • (fax) 703.920.1235 • email: potompub@aol.com

# Application for Exhibit Space

- A deposit of 50% is required with this application (purchase orders are accepted from government agencies and universities only). All payments must be made in U.S. funds, drawn on U.S. banks, and made payable to ASPRS. Checks not drawn on U.S. banks will be returned to sender.
- Please indicate a minimum of four (4) scattered selections of booths in the Exhibit Hall. Refer to the booth floor plan and record your choices below. Any preference or conditions with regard to your location or concerning the occupants of the adjoining booths should be noted. These will be considered, as much as possible, during the assignment of space.
- Request for booth space will not be considered unless submitted by applicant on the official Application for Exhibit Space form.
- Booth assignment will be made based on the amount of booth space selected and on a first come basis according to the postmark date.
- In the event of duplicated request areas, ASPRS Sustaining Members will be given priority in determining booth assignments. The right to modify the booth assignment(s) is reserved by the Exhibit Sales Representative in order to maintain the overall harmony of the exhibition.
- Upon receipt of a space confirmation and invoice for the remaining balance, payment is due within forty-five (45) calendar days of the date shown on that invoice. If the payment is not returned within forty-five (45) days, the booth space will not be held and the deposit will not be returned.
- Booth prices are shown in this exhibitor prospectus. Please indicate ASPRS Sustaining Membership in order to receive the reduced booth rate. All ASPRS Sustaining Members will be verified by ASPRS.
- Keep a copy of this application for your records.

**Mail a copy to:**

Truby Chiaviello  
 ASPRS Exhibits/Advertising Sales Representative  
 1200 South Courthouse Road, Suite 535  
 Arlington, VA 22204

Company Name (please print)

Contact Name

Title

Address

City

State/Province

Zip/Postal Code

Country

E-mail

Phone:

Fax

Affiliation

**Booth Rates**

	Before 6/1/99	After 6/1/99
<input type="checkbox"/> Non-Member	\$1,600	\$1,900*
<input type="checkbox"/> ASPRS Sustaining Member	\$1,050	\$1,300*
<input type="checkbox"/> Government Agency or University	\$800	\$800*

\* Rates are per 8' x 10' booth.

**Total Number of Booths Required:**

(8' x 10' booths) \_\_\_\_\_ x \$ \_\_\_\_\_ = Total Due: \$ \_\_\_\_\_

**Preferred booth selections:**

1st: \_\_\_\_\_ 2nd: \_\_\_\_\_ 3rd: \_\_\_\_\_ 4th: \_\_\_\_\_

Applicant Signature

Date \_\_\_\_\_

**Agreement to Contract Rules.** These regulations printed on the back of this application are a part of the contract between the exhibitor and the Pecora 14/Land Satellite Information III Conference. They have been formulated in the best interest of all participants. ASPRS respectfully requests the full cooperation of the exhibitors in their observance of the rules. Any or all matters or questions not specifically covered by the preceding rules and regulations shall be subject solely to the decision of ASPRS. The exhibitor agrees that it and its employees will abide by the foregoing rules and by any amendments that may be put into effect by ASPRS.

**CONTRACT RULES ACCEPTED & AGREED**

Authorized By

Title

Signature

Date

**Turn over to read contract conditions.**

# Pecora 14/Land Satellite Information III Conference EXHIBIT CONTRACT

The following rules and regulations will govern the 1999 ASPRS Pecora 14/Land Satellite Information III Conference and are made a part of all contracts for space between APSRS and the person, partnership, or corporation engaging the space.

**Contract.** This contract constitutes a formal agreement for the right to use the exhibit space allotted.

**Location.** The 1999 ASPRS Pecora 14/Land Satellite Information III Conference will be located in the Grand Ballroom of the Doubletree Hotel Denver. ASPRS reserves the right to move the exhibition to another location if necessary.

**Exhibit Content.** Exhibits must be related to professional and practice development for conference attendees and/or related products and services. ASPRS reserves the right to refuse applications not meeting standards or expectations, as well as the right to curtail exhibits or parts of exhibits that do not reflect the character of the meeting. If an application for exhibit space is not approved, payment will be refunded in full. Exhibit space is not intended for airing views on either side of a controversial social, political or professional issue. In addition, potential exhibitors are advised that contests, lotteries, raffles and games of chance may not be conducted without prior approval from ASPRS.

**Booth Description.** Booth dimensions indicated on the Exhibit Hall Floor Plan are believed to be accurate, but may be approximate. Booths will be standard 8' x 10' units or multiples thereof. No walls, partitions, decorations or other obstructions may be erected that in any way interfere with the view of any other exhibitor. Exhibitors who wish to use any non-standard booth equipment or signs, decorations or arrangements of display material that conflict in any way with these regulations must submit two copies of a detailed sketch or proposed layout (including dimensions) at least 30 days before the conference for approval by ASPRS.

**Acceptance of Exhibits.** Applications for exhibit space are subject to review as described under the heading "Exhibit Content." First-time exhibitors should include a sample brochure or pamphlet with their exhibit application for this purpose.

Unethical conduct or infraction of rules on the part of the exhibitor or the exhibitor's representative(s), or both, will subject the exhibitor and said representative(s) to dismissal from the exhibition area, in which event it is agreed that no refund shall be made by ASPRS and further that no demand for redress will be made by the exhibitor or the exhibitor's representative(s).

**Cancellation/Refund Policy.** If this contract has not been received, properly signed and accompanied by a 50% deposit and a signed application for exhibit space, this contract will be declared null and void. Upon receipt of a space confirmation and invoice for the remaining balance, payment is due within forty-five (45) calendar days of the date shown on that invoice.

Any exhibitor who cancels prior to November 3, 1999 shall forfeit and pay to ASPRS, as liquidated damages, a sum of money equal to 50% of the full price of said exhibitor's booth space. Any exhibitor who cancels after November 4, 1999 shall forfeit and pay to ASPRS, as liquidated damages, a sum of money equal to 100% of the full price of said exhibitor's booth space. All cancellations must be submitted in writing.

If the Pecora 14/Land Satellite Information III Conference and Exhibition are canceled due to circumstances beyond the control of the ASPRS, or Doubletree Hotel Denver, all payments connected with the booth rental will be refunded.

**Installation & Dismantling of Exhibits.** The Exhibit Hall will be available for installation on Tuesday, December 7, 1999, 7:00am-3:00pm. Installation must be completed by 3:00pm on December 7, 1999.

## Official Exhibit Hours

Tuesday, December 7	5:00pm-7:00pm
Wednesday, December 8	10:00am-4:30pm
Thursday, December 9	10:00am-2:00pm

Dismantling of exhibits will not begin before 2:00 pm on Thursday, December 9, and must be completed by 8:00pm. Failure to remove on the date specified will constitute authority of lessor to so remove the exhibit at the expense of the exhibitor.

**Exhibitor's Admittance During Non-Show Hours.** Representatives of exhibiting companies will not be permitted to enter the exhibit area earlier than one hour before the scheduled opening time each day and one half hour after closing time each day. Specific hours have been set-up for move-in and move-out. Special arrangements must be made through the ASPRS Exhibits Manager should exhibitors require additional time in their booth before or after scheduled hall hours.

**Limitation of Liability.** Neither ASPRS, the Doubletree Hotel Denver, nor officers or representatives of the Conference will be responsible for any injury, loss, or damage that may occur to the exhibitor or the exhibitor's employee or property from any cause whatsoever. The sponsoring organization provides general hall security on a 24-hour basis; however, they make no warranty, express or implied, that the services it furnishes will avert or prevent occurrences which may result in loss or damage. All insurance is the exhibitor's sole responsibility.

In addition, the exhibitor assumes all liability for any damage to the facility's walls, lighting fixtures, etc. as a result of exhibitor negligence. The exhibitor will abide by and observe all laws, rules, regulations and ordinances of any governmental authority and of the contracted facility.

**Booth Design.** Any portion of an exhibit that obstructs the view, interferes with the privileges of other exhibitors, extends beyond the designated booth space, or for any reason becomes objectionable, must be immediately modified or removed by the exhibitor. ASPRS reserves the right to inspect the quality of the appearance of each booth prior to show opening. Where necessary, masking will be placed to cover unsightly wires, unfinished back-walls, etc. at the exhibitor's expense. Linear booths are restricted to a height of 8 ft. 4 in. Peninsula booths are restricted to a height of 10 ft. ASPRS reserves the right to modify booth assignments or floor configurations at any time.

**Exhibitor Activities.** All interviews, canvassing, or other sales activities shall be confined to the limits of the exhibitor's booth and lounges. Equipment displays shall be confined to the limits of the exhibitor's booth.

**Subleasing of Space.** Exhibitors may not sublet their space, nor any part thereof, or make any arrangements for display by a non-exhibiting company, without the written consent of ASPRS. All requests must be submitted in writing.

**Identification.** All visitors to the exhibit hall will be required to register before entering. Exhibitors must display at all times an official badge supplied by the 1999 ASPRS Pecora 14/Land Satellite Information III Conference.

**Fire Regulation.** Draperies and decorating materials used by the exhibitor shall be of flame-retardant nature and all activities with regard to exhibiting shall be in compliance with Colorado fire regulations.

**Labor.** Rules and regulations for union labor are made by the local unions and may change at any time. Where union labor is required because of building or contractor requirements, it will be necessary for the exhibitor to comply with these regulations. Exhibitors are required to observe all union labor contracts enforced within the Doubletree Hotel Denver. Information will be included in the Exhibitor's Service Kit, outlining the jurisdictions of local union labor.

**Sound Devices & Lighting.** Public address, sound-producing or amplification devices that project sound must be kept at a conversational level and must not interfere with other exhibitors. Any form of attention-getting devices or presentations must be terminated when crowds obstruct aisles or infringe upon another exhibitor's display. ASPRS reserves the right to restrict the use of sound, glaring lights or objectionable lighting effects. Adequate illumination of the exhibit area is provided. Music, whether vocal or instrumental, is prohibited.

**Electrical Work.** Individual electrical outlets may be obtained at an additional cost. All electrical work must be installed to meet safety requirements. Electric utility services will be outlined in the Exhibitor's Service Kit.

**Storage.** The Doubletree Hotel Denver will not accept or store exhibit materials. We have therefore arranged for U-Neek Expo — 1449 Odenton Road, Odenton, MD 21113, 410-551-6001, fax 410-519-7292 — to serve as the official firm to receive consignments, store them, and place them in booths prior to the conference. U-Neek Expo will furnish an Exhibitor's Service Kit to each contracted exhibitor that will include electrical cost and service, furniture rental forms, sign forms, telephone service, and prevailing charges for drayage operations. Under no circumstances will ASPRS or the Doubletree Hotel Denver assume any responsibilities for loss or damage to goods consigned to U-Neek Expo.

**Food & Beverage.** All catering and concession needs for the Doubletree Hotel Denver are provided exclusively by the Hotel. All food and beverage must be purchased from the Doubletree Hotel Denver and none may be brought onto the premises by the Licensee (ASPRS) or conference attendees. Exhibitor distribution of food and beverages for consumption in the building shall be at the exhibitor's risk and expense, and shall comply with all applicable federal, state and local health and safety laws and regulations.

**Exhibitor Service Kit.** An official show service kit will be mailed to the person designated to be in charge of the exhibitor's booth. The standards and policies set forth in the Exhibitor's Service Kit will be binding on all exhibitors.

**General.** ASPRS reserves the right to restrict exhibits which, because of noise, method of operation, or for any other reason become objectionable, and also to prohibit or evict an exhibit which, in the opinion of ASPRS, may detract from the general character of the exhibits. This reservation includes persons, things, conduct, printed matter, or anything of an objectionable nature.

**Keep a copy of this contract for your records.**

## Exhibit Hall Floor Plan

# Pecora 14/Land Satellite Information III Conference

Doubletree Hotel Denver  
Grand Ballroom



## Past Exhibitors

(Those listed below exhibited at either Land Satellite Information in the Next Decade '95, '97, or both.)

ASPRS  
Aero Astro  
Ampex Data Systems  
Aurora Flight Sciences  
Autometric Inc.  
Core Software Technology  
Cymbolic Sciences  
Defense Mapping Agency  
DOC/NOAA/NGDC/Solar-  
Terrestrial Physics Division  
Earth Observation Magazine  
Earth Resource Mapping  
Earth Satellite Corporation  
EarthData International  
Eastman Kodak Company  
Empress Software  
ERDAS, Inc.  
ESRI  
Federal Geographic Data  
Committee  
Image Graphics Inc.

International Imaging Systems  
Lambda Tech International  
Launchspace Magazine  
Leica, Inc.  
LizardTech Incorporated  
Logicon Geodynamics  
Lockheed Martin  
Logicon Geodynamics  
MAPPS  
The Map Factory  
NASA  
NASA/Goddard Space Flight  
Center/MTPE/EOS  
NASA/GSFC Applied Informa-  
tion Sciences Branch  
National Oceanic and  
Atmospheric Administration  
NIMA  
Observera  
Odetics  
ORBIMAGE

Pacific Meridian Resources  
PCI Geomatics Group  
PCI Remote Sensing  
Corporation  
Penny & Giles  
R-WEL  
Remote Sensing Core  
Curriculum  
Research Systems  
Incorporated  
SMARTech  
Sony Data Systems  
Space Imaging EOSAT  
SPIN-2, a division of Aerial  
Images, Inc.  
SPOT Image Corp.  
U.S. Department of  
Agriculture  
U.S. Geological Survey  
Vision International

## General Schedule:

**Pre-Conference  
Workshops  
Monday & Tuesday  
December 6 & 7**

**Educational Sessions  
& Exhibits  
Tuesday-Thursday  
December 7-9**

**Technical Tours  
Friday  
December 10**

(To remote sensing-related  
organizations in the Colorado  
Front Range area)



THE IMAGING & GEOSPATIAL INFORMATION SOCIETY

5410 Grosvenor Lane, Suite 210  
Bethesda, MD 20814

Non Profit  
Organization  
US Postage  
PAID  
American Society for  
Photogrammetry &  
Remote Sensing

## **Pecora14** **LandSatellite** **InformationIII**

Demonstrating the Value of Satellite Imagery

**December 6-10, 1999**  
**Doubletree Hotel Denver**  
**Denver, Colorado**



## **Exhibitor** **Prospectus**

